

## **Requirements for Creative Advertising Campaign:**

### **Student Objectives:**

- **To be able to identify different advertising techniques which involve persuasion.**
- **Practice public speaking.**
- **Write a script for a commercial including at least three persuasion techniques.**
- **Create an original Podcast.**

**This project will take roughly a week to complete. You will be required to:**

- **Work effectively by yourself or with one partner.**
- **Hand in a typed copy of your script (not typed will result in the loss of one letter grade).**
- **Include at least three persuasion techniques in your commercial.**
- **Podcast your commercial for review by the class.**

**The three products you can choose to run your ad campaign around are:**

1. **A new energy drink**
2. **A new video game**
3. **A new type of candy**

**Keep in mind that this is your creation, and it's your job to "sell it" to your classmates.**

**This is a 100-point assignment and the following will serve as the grading breakdown for the assignment:**

<b>Creativity (15%)</b>	<b>Effort (10%)</b>	<b>Script (25%)</b>	<b>(50%)</b>
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### **Deadlines:**

**Tuesday, January 20<sup>th</sup>: Rough draft of script**

**Friday, January 23<sup>rd</sup>: Podcast and final typed script due today.**

**The following week, we'll review all of the commercials in class. Good luck and have fun with this assignment. Show me your creative sides once again!!**